



OCT 12-15, 2023

OC RV SHOW

media kit

We exist to promote RV businesses, inspire and educate existing and future campers,
and encourage leisure travel to Maryland's Coast



THIS WILL BE THE LARGEST EVENT
IN MARYLAND & DELAWARE
FOR RV ENTHUSIASTS



HISTORY

THE OC RV SHOW BEGAN AS AN EXPERIENTIAL MARKETING EVENT TO REVOLUTIONIZE THE WAY RV BRANDS CONNECT TO THOSE LOOKING TO EXPERIENCE LEISURE TRAVEL.

The event will showcase a wide range of impressive exhibits, including some of the biggest names in RV & Outdoor Recreation, while providing a space for authentic conversations and relationships to develop. The result is a network of like-minded local small and large business owners with future clients at their fingertips.



MEDIA KIT



OC RV SHOW LIVE EVENT



MORE THAN A RV SHOW

The OC RV Show aims to excite RV enthusiasts in the Mid-Atlantic Region.

Our founder instinctively knew an "in-action" event would showcase the talents of vendors in a completely new and fresh way. We've carefully designed each event to excite RVers as they plan for their next adventure.

In Tackle Town, guests can cast fishing rods, learn about different rods and bait while talking to experts in the field.

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PHOTO BY CHRIS STONE



THE PROBLEM

RV OWNERSHIP HAS INCREASED OVER
62% IN THE LAST 20 YEARS.



PHOTO BY CAPTURING HORIZONS PHOTOGRAPHY

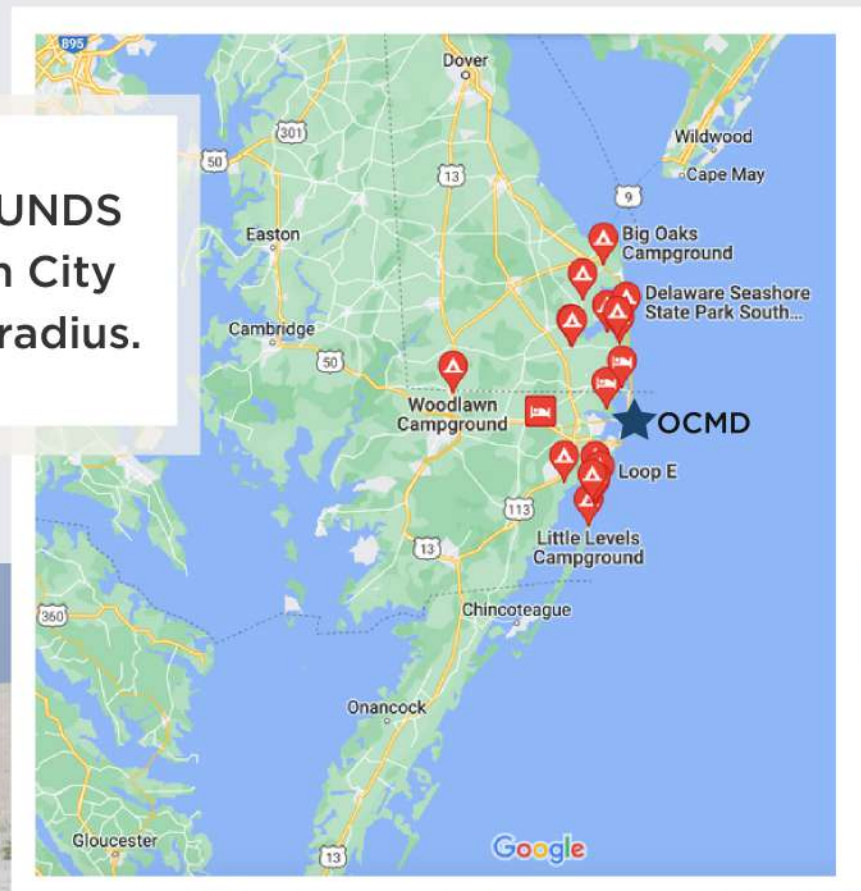
Despite Ocean City, MD being surrounded by local campgrounds, Ocean City lacks **EVENTS/EXPOS** to promote the RV Outdoor Lifestyle.



AREA RESEARCH

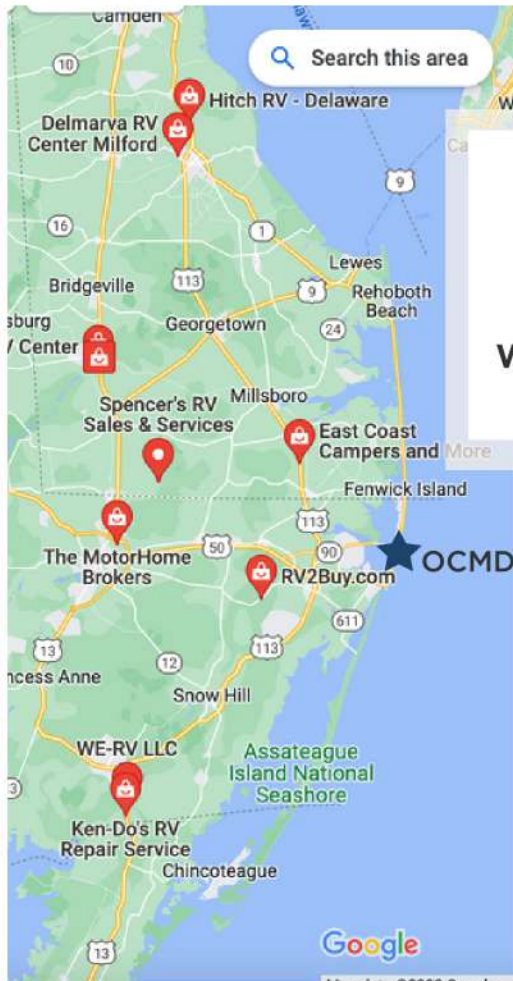
KEY FINDINGS

20+ CAMPGROUNDS surround Ocean City within a 60 mile radius.





AREA RESEARCH



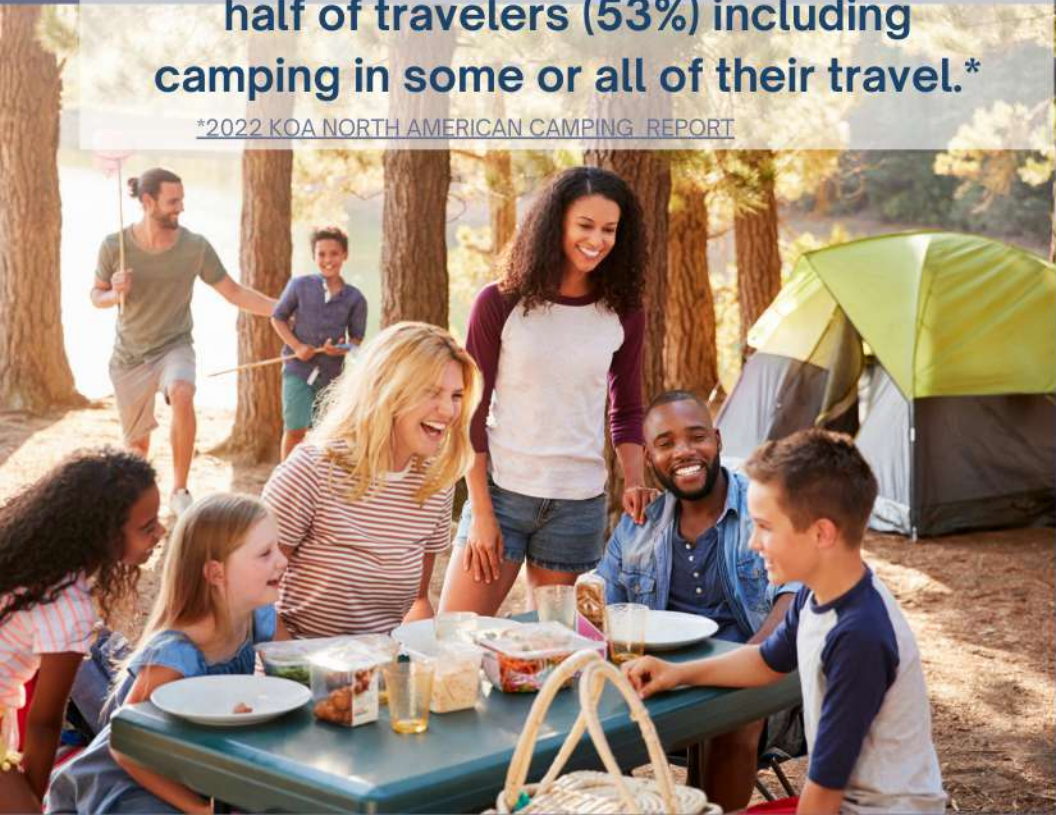
**18+ RV Dealerships
surround Ocean City
within a 60 mile radius.**

MECMA-KIT



In 2021, camping accounted for 40% of all leisure trips taken with more than half of travelers (53%) including camping in some or all of their travel.*

*2022 KOA NORTH AMERICAN CAMPING REPORT



RV sales and RVing are booming. With a majority of RVers previously choosing to rent or borrow RVs, 77% of RVers now indicate they own their rig. Interest in purchasing an RV is high among non-RV owners in the coming year (32%). Overall, 56% of campers are interested in some type of RVing experience in 2022, including 47% who would like to experiment with full-time RVing and 43% who want to live the “van life.”*



COMPETITIVE RESEARCH

SURROUNDING STATES, INCLUDING D.C.

MD, DE, VA, PA, NJ

MD RV Shows

February & September - Timonium

VA RV Shows

January- Chantilly & VA Beach

March - Doswell, Fredericksburg & Hampton

August - Hampton Roads

PA RV Shows

January - Pittsburg & Allentown

February - Harrisburg & Altoona

March- Erie, Philadelphia & York

September - Hershey

NJ RV Shows

January - Edison

February - Atlantic City

October - Wildwood



KEY FINDINGS

Camping continues to attract a diverse group of North American campers

Urban/city dwellers are flocking to campgrounds & natural spaces

Glamping and overlanding are trending.

More and more campers work during their trips.

Higher-income earners are becoming campers

The “great resignation” allowed some campers to spend more time outdoors



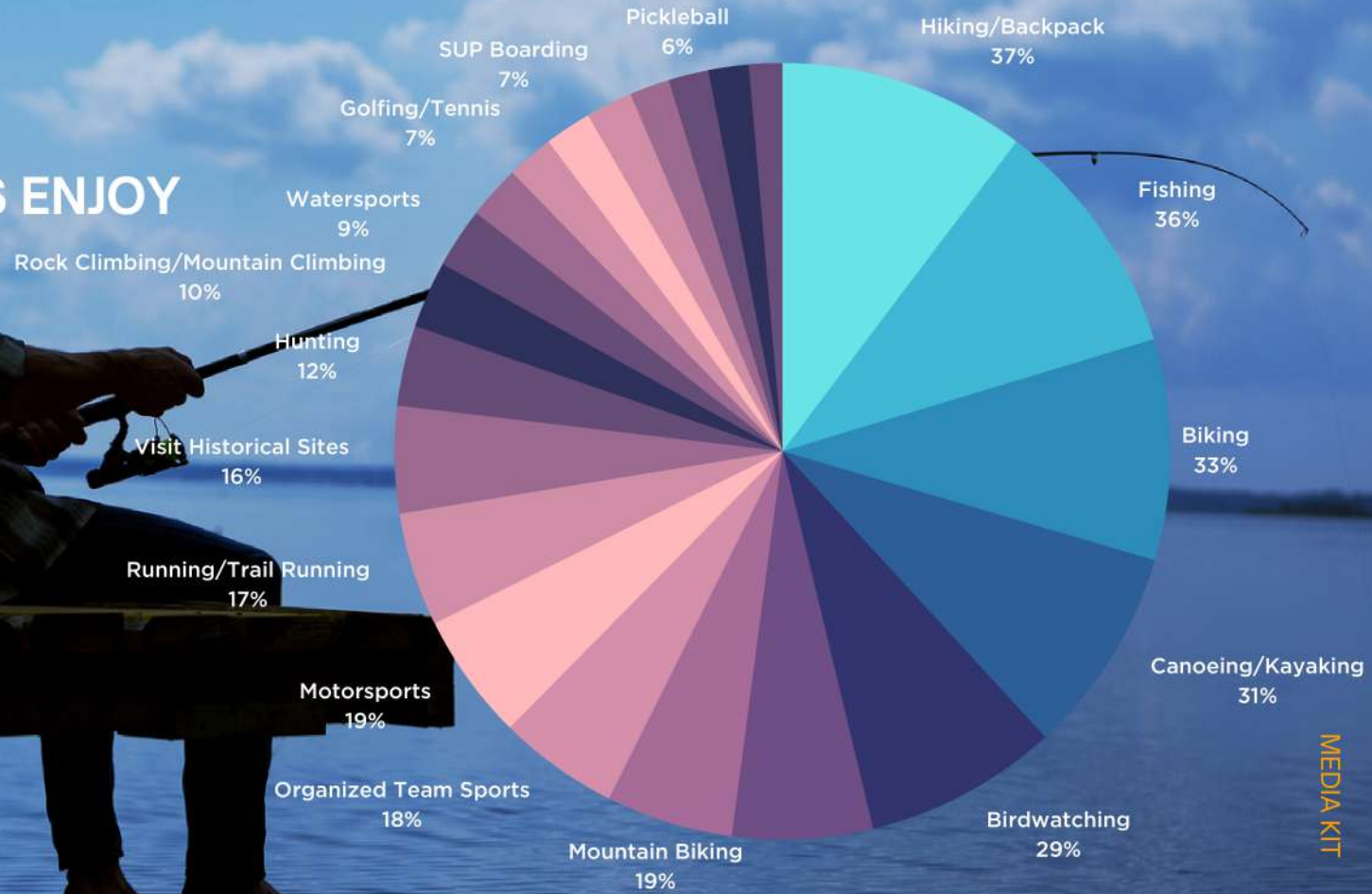
PROFILE OF NEW CAMPER IN 2021





CAMPER DEMOGRAPHICS

ACTIVITIES CAMPERS ENJOY IN 2021



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OPPORTUNITY

THE RV SHOW IS THE BEST PLACE FOR RV ENTHUSIASTS TO SEE THE NEWEST RV'S, PRODUCTS AND ACCESSORIES IN A SHORT AMOUNT OF TIME, ATTEND INFORMATIONAL RV LIFE SEMINARS, AND LEARN ABOUT NEW PLACES TO EXPLORE ON THE ROAD WHILE CONNECTING OTHER TRAVELERS.

When they aren't camping, RVers do the next best thing - attend RV shows! Next Stop - Ocean City, MD.





OC RV SHOW LIVE EVENT

The OC RV Show is the most uniquely curated and largest DEALER show in the Mid-Atlantic.

ATTRACTING OVER 25,000 ATTENDEES
150 VENDORS / 640 EXHIBITORS
ACROSS 8 STATES (MD, DE, VA, WV, PA, NJ, NY, NC)

*BENCHMARKED OFF 2021 BOAT SHOW NUMBERS

MEDIA KIT



OC RV SHOW LIVE EVENT

OC RV SHOW

OUR GOAL IS TO BRING EVERYONE UNDER ONE ROOF, TO SHOWCASE RVs AND EVERYTHING ELSE THAT MAKES RV LIVING APPEALING.



DEALERSHIPS



ACTIVITIES



INFLUENCERS



CAMPGROUNDS

MEDIA KIT



PARTNER WITH US



WAYS TO PARTNER

with the OC RV Show

- 1 APPLY TO BE AN EVENT VENDOR**
The best option for RV and Outdoor Recreational businesses to receive unparalleled opportunity and exposure to fellow RV enthusiasts.
- 2 JOIN AS A LOCAL MEDIA PARTNER**
You have the audience, we have the content. Publish trendsetting RV & glamping excitement before, during and after event day.
- 3 POWER THE OC RV SHOW**
Have your brand present throughout the entire OC RV Show event from start to finish and gain access to all event lead lists.
- 4 SPONSOR AN EXPERIENCE AT THE EVENT**
We brand the experience after you! Let our experienced team coordinate all event details on behalf of your brand name.
- 5 ADVERTISE WITH US**
Utilize our event magazine, ticketing and social media platforms, event swag bags, and website to grow your audience.

EVENT VENDOR AT THE OC RV SHOW

Experience





WAYS TO PARTNER



Event Vendor Benefits

IN-PERSON INTERACTION WITH POTENTIAL CLIENTS

Guests will experience your product or service first-hand, allowing you to provide a strong first impression that you will not have through other marketing efforts.

WEB PRESENCE

Your business name and link to your website will be included on the event page on the OC RV Show website that will be accessible even after the event.

ON-SITE RECOGNITION + PROMOTION

In addition to your booth at the OC RV Show your logo/company will be displayed on a video loop on monitors around the convention center. You'll have the opportunity to provide giveaways, marketing collateral, coupons, or freebies at your table.

DIGITAL MAGAZINE & PRINTED ON-SITE MAP HANDOUT

COLOR AD and mention on site map included with each exhibit space. *Custom ad sizes and placement available upon request. Additional charge may apply.

SOCIAL PROMOTION

Event vendors receive social promotion on event social platforms leading up to event.

POST-EVENT COVERAGE

The event will be highlighted by local media outlets and will be submitted to our regional media partners for editorial consideration.



WAYS TO PARTNER

10x10 Event SPACE

EACH 10X10 VENDOR SPACE INCLUDES

- 1X 10X10 BOOTH
- 1X UNSKIRTED TABLE
- 2X CHAIRS
- 1X TRASHCAN
- PIPE & DRAPE
- 500 WATTS ELECTRIC
- 1X 1/8 page color ad in digital OCRV Show Magazine; emailed to all ticket holders before and after the show.
- Name Mention and Booth Number on Illustrated Tri-fold Show Map
- 1x slide in video loop on video screens at the Ocean City Convention Center

ADDITIONAL OPPORTUNITIES FOR ADDITIONAL EXPOSURE

- EDUCATE show attendees in a break out session. Ask how you can be part of our show lineup at no additional charge.
- DOOR PRIZE giveaways
- SHOW BAGS at show entrance. (have your brand bag at entrance for attendees to walk around with)

TOTAL INVESTMENT \$465

***ONLY \$116.25 PER DAY**

ESTIMATED ATTENDANCE 25,000 PEOPLE

*First payment of \$150 due to reserve your spot.
See attached floor plan. First come first serve, based off availability.



WAYS TO PARTNER



BULK Event SPACE

EACH BULK VENDOR SPACE INCLUDES

- UNLIMITED UN-SKIRTED TABLES
- UNLIMITED CHAIRS
- UNLIMITED TRASHCANS
- PIPE & DRAPE
- 4X 500 WATTS ELECTRIC
- 1X 1/2 page color ad in digital OCRV Show Magazine; emailed to all ticket holders before and after the show.
- Name Mention and Booth Number on Illustrated Tri-fold Show Map
- 1x slide in video loop on video screens at the Ocean City Convention Center

ADDITIONAL OPPORTUNITIES FOR ADDITIONAL EXPOSURE

- EDUCATE show attendees in a break out session. Ask how you can be part of our show lineup at no additional charge.
- DOOR PRIZE giveaways
- SHOW BAGS at show entrance. (have your brand bag at entrance for attendees to walk around with)

TOTAL INVESTMENT \$2.60sq.ft.

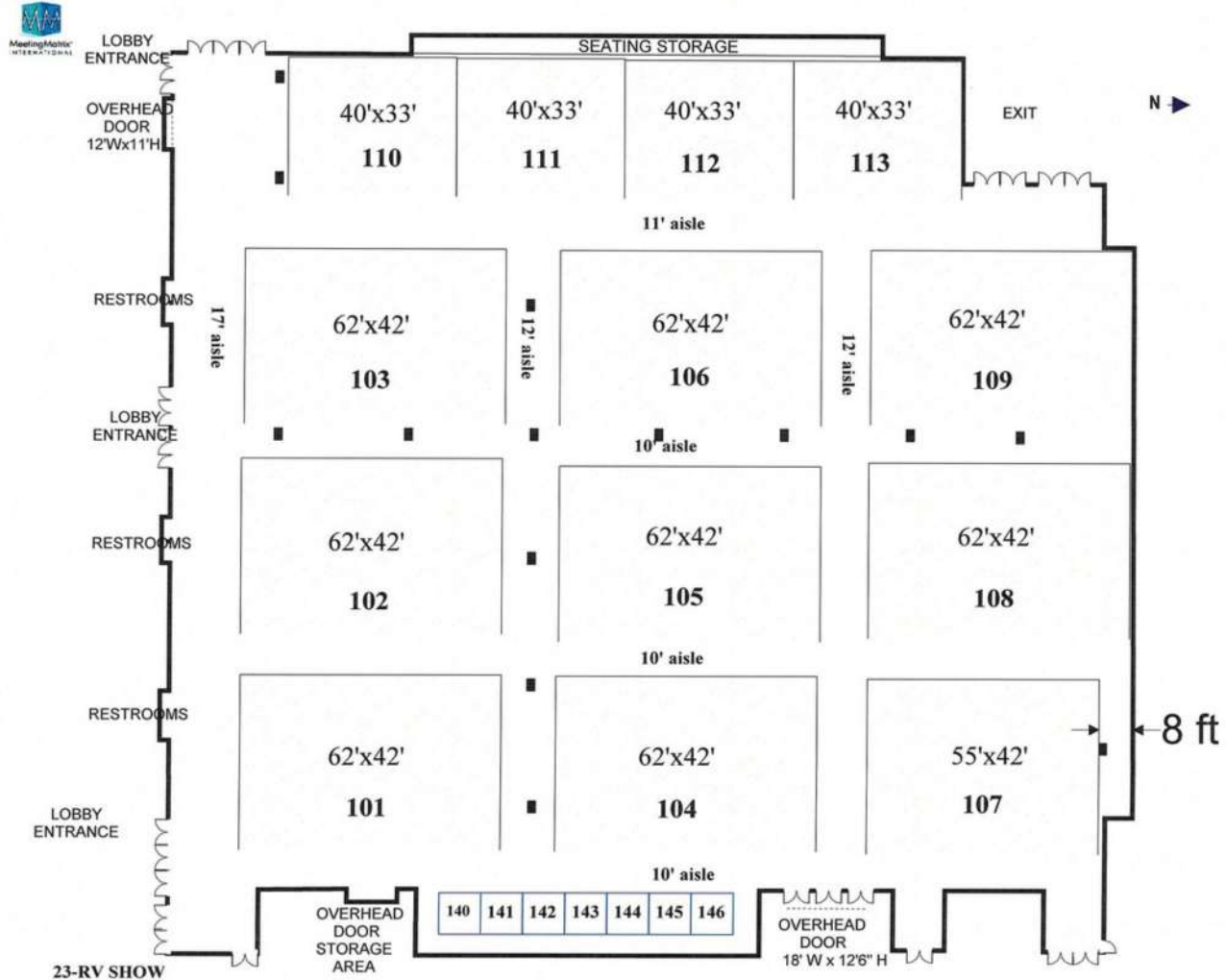
ESTIMATED ATTENDANCE 25,000 PEOPLE

*First payment (1/3rd) due to reserve your spot.
See attached floor plan. First come first serve, based off availability.

ROLAND E. POWELL CONVENTION CENTER



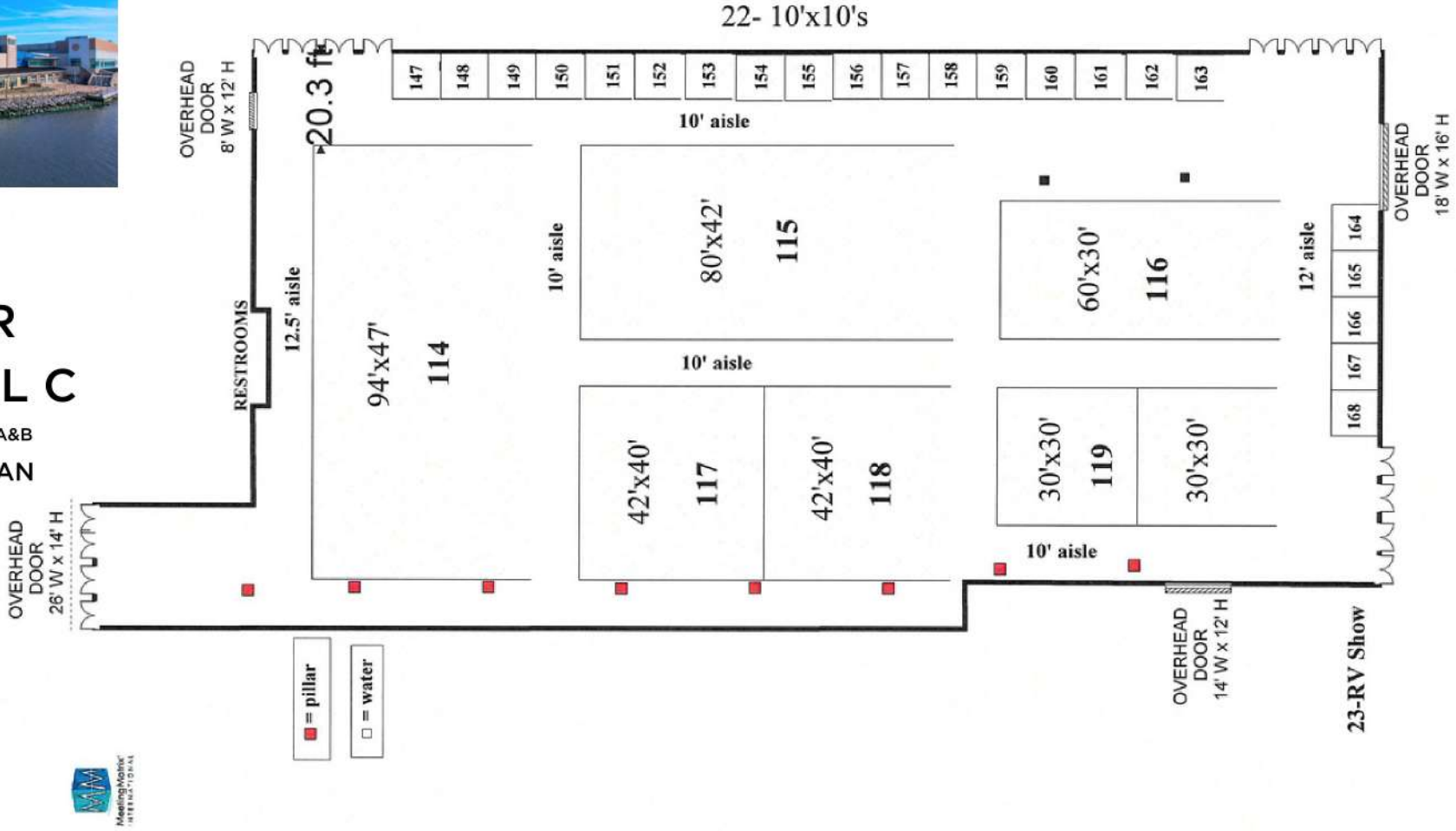
FIRST FLOOR EXHIBIT HALLS A & B RV EXHIBIT FLOOR PLAN





FIRST FLOOR EXHIBIT HALL C

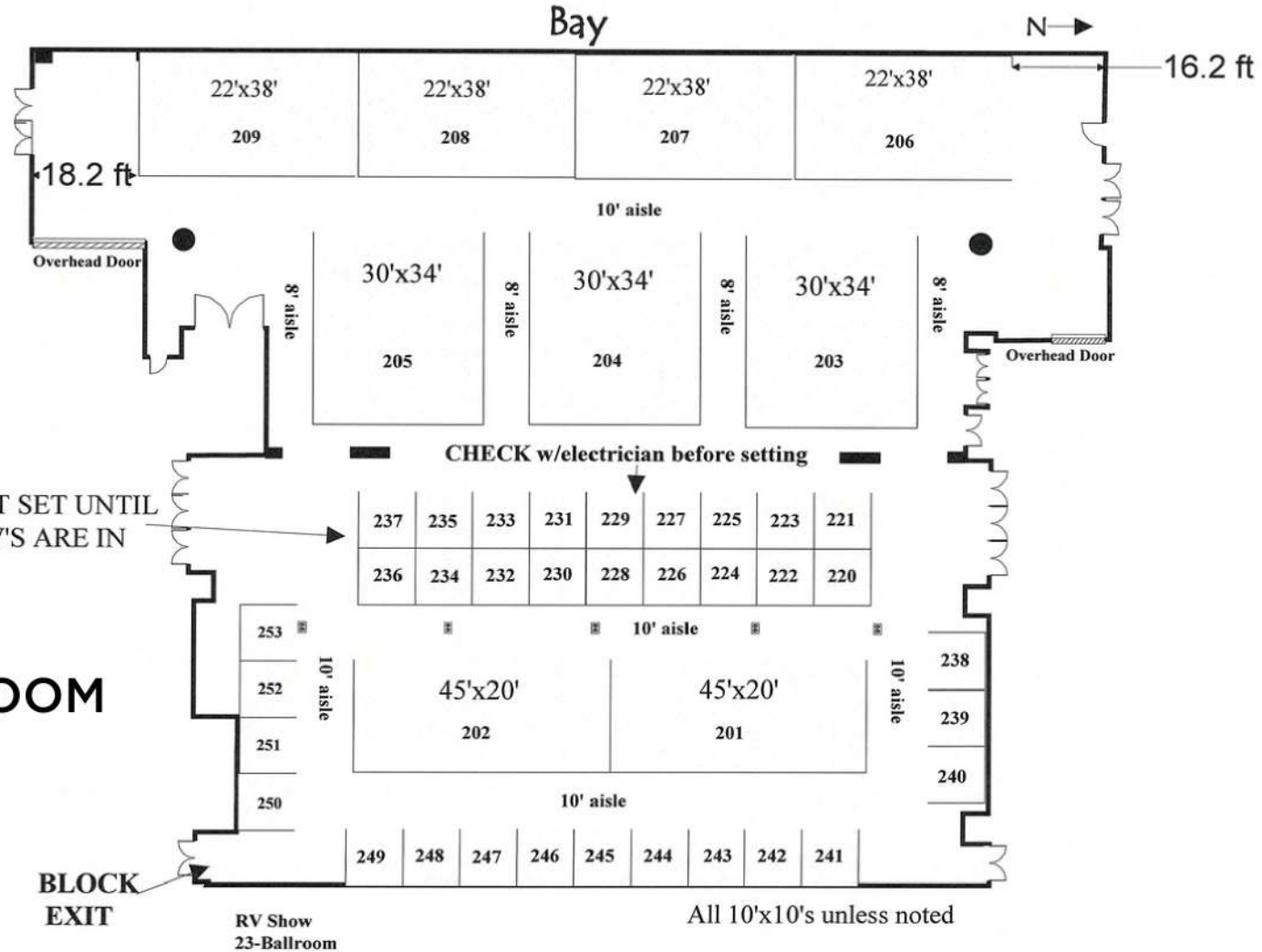
CONNECTED TO EXHIBIT HALLS A&B
RV EXHIBIT FLOOR PLAN



ROLAND E. POWELL CONVENTION CENTER



**SECOND FLOOR
BAY FRONT BALLROOM**
VAN LIFE EXHIBIT FLOOR PLAN





WHY CHOOSE US

Meet Rich & Jennifer

BEACH CHICKEN PRODUCTIONS TEAM

RICH HUTCHINS, CEO

Rich is dedicated to helping people. He is a connector who loves to bring people together. He managed outdoor events for two national organizations (AMA and Hutch BMX) for nearly 20 years. Additionally, he has owned and operated his own businesses for over 20 years in the RV and marine industry. Rich enjoys adventure and exploring new places. He knows what's important when it comes to traveling on wheels, having been a pro motocross athlete and now an enduro rider.

JENNIFER EVANS, MARKETING DIRECTOR

Dynamic, tech-savvy, data-driven, media professional with 20+ years in live events, advertising and promotions. Jennifer has worked in partnership with the NFL, Kennedy Center, Oscars, Clear Channel, Sinclair Broadcasting, NBC Sports and more. Currently Jennifer is the Social Media & Digital Manager for Ocean City Tourism.

RICH HUTCHINS, CEO



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OC RV SHOW

OCRVSHOW.COM

